

CONTRACT

WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision 832276 /		Alt Order #
Product Early TV Buy General Elect, 2012		
Contract Dates 10/08/12 - 10/14/12		Estimate # 390
Advertiser Republican Senate Campaign Committee		Original Date / Revision 10/04/12 / 10/04/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Midwest Communications
 49 South grant Avenue
 Columbus, OH 43215

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/08/12	10/12/12	Action News at 5a	5-6a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$150.00			
N 2	WOIO	10/08/12	10/12/12	Action News at 6a	6-7a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$150.00			
N 3	WOIO	10/08/12	10/12/12	The Early Show	7-9a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$100.00			
N 4	WOIO	10/08/12	10/12/12	M-F 9-10a	9-10a		:30			NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$75.00			
N 5	WOIO	10/08/12	10/12/12	Syndicated Barter	3-4p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$200.00			
N 6	WOIO	10/08/12	10/12/12	Action News at 4p	4-5p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$500.00			
N 7	WOIO	10/08/12	10/12/12	Action News at 6p	6-630p		:30			NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$2,500.00			
N 8	WOIO	10/08/12	10/12/12	David Letterman	1135p-1238a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$500.00			
N 9	WOIO	10/13/12	10/13/12	Sat Early Show	9-11a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				2	\$175.00			
N 10	WOIO	10/14/12	10/14/12	Sun Action News at 7a	7-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$150.00			
N 11	WOIO	10/08/12	10/12/12	Action News at 5p	5-6p		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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Contract Dates 10/08/12 - 10/14/12	Product Early TV Buy General El	Estimate # 390
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Advertiser Republican Senate Camp	Original Date / Revision 10/04/12 / 10/04/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											Totals	
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/08/12	10/14/12	MTWTF--				5	\$1,500.00			
Totals											48	\$28,875.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	48	\$28,875.00	\$24,543.75
Totals	48	\$28,875.00	\$24,543.75

Signature: _____ **Date:** _____

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832276

Client: Republican Senate Campaign Committee, 2012
Product:
Campaign: Early TV Buy General Elect, 2012

Station Order

Midwest Communications & Media
7720 Benson Road
Carroll, OH 43112
614/440-4449

Rev #: 6
Flight From: 09/10/2012 to 10/21/2012

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Bob Clegg
Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)
Station: WOIO
Station Contact: Renee Morley

Actg. Order No.: 390
WS Order No.: 10510
Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Oct 08	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
15 4	MTWTF-- 05:00A-06:00A	EM 30	CBS 19 NWS AM	\$150.00 \$750.00	5	5	1.1 \$136.36	0.7 \$214.29	0.4 \$375.00
16 6	MTWTF-- 06:00A-07:00A	EM 30	CBS 19 NWS AM	\$150.00 \$750.00	5	5	1.1 \$136.36	0.8 \$187.50	0.4 \$375.00
17 6	MTWTF-- 07:00A-09:00A	EM 30	EARLY SHOW	\$100.00 \$500.00	5	5	0.9 \$111.11	0.7 \$142.86	0.3 \$333.33
18 8	MTWTF-- 09:00A-10:00A	DT 30	AMERICA NOW	\$75.00 \$375.00	5	5	1.8 \$41.67	1.4 \$53.57	0.5 \$150.00
19 8	MTWTF-- 03:00P-04:00P	DT 30	ANDERSONCOOPER	\$200.00 \$1,000.00	5	5	0.7 \$285.71	0.5 \$400.00	0.4 \$500.00
20 4	MTWTF-- 04:00P-05:00P	EN 30	NEWS AT 4	\$500.00 \$2,500.00	5	5	2.7 \$185.19	2.0 \$250.00	1.0 \$500.00
21 2	MTWTF-- 06:00P-06:30P	EN 30	HOMTM19 NWS-6P	\$2,500.00 \$12,500.00	5	5	3.3 \$757.58	2.7 \$925.93	1.3 \$1,923.08
22 4	MTWTF-- 11:35P-12:35A	LF 30	LETTERMAN	\$500.00 \$2,500.00	5	5	2.2 \$227.27	1.6 \$312.50	1.0 \$500.00
23 6	--S- 09:00A-11:00A	WE 30	CBS NWS SAT	\$175.00 \$350.00	2	2	1.2 \$145.83	0.9 \$194.44	0.2 \$875.00
24 8	--S- 07:00A-09:00A	WE 30	ACT NWS SU MRN	\$150.00 \$150.00	1	1	0.5 \$300.00	0.4 \$375.00	0.3 \$500.00
25 2	MTWTF-- 05:00P-06:00P	EN 30	NEWS AT 5	\$1,500.00 \$7,500.00	5	5	3.2 \$468.75	2.5 \$600.00	1.3 \$1,153.85
				\$28,875.00	48	48			

87.9

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	48	87.9	\$28,875.00	\$328.50
	48	87.9	\$28,875.00	\$328.50

Comments

Campaign Remarks:
Paid for by:

RSCC

By: _____